

REMARKS

Claims 27, 28, 31, 32 and 34 are presently pending in the application. Claims 27, 28 and 31 have been amended. No new matter has been added and support for the amendments to the claims may be found in the specification and drawings. Reconsideration of the claim rejections is respectfully requested in view of the amendments to independent claim 27 and the following arguments.

Claim Rejections – 35 U.S.C. § 103(a)

Claims 27, 28, 31, 32 and 34 presently stand rejected under section 103(a) as being unpatentable over Freishtat U.S. Publ. No. 2005/009700 in view of Official Notice. Applicant traverses this rejection and respectfully submits that the combination of Freishtat and Official Notice fails to teach or suggest the claimed invention.

Independent claim 27, as amended, calls for a device for providing a salesperson with notification of consumer interactions with an employer of the salesperson, the device comprising:

a memory medium containing executable program instructions which, when executed by a processor, provide:

a system settings module, the system settings module *permitting the salesperson to define at least one target item in a plurality of on-line communication channels between a customer associated with the salesperson and the employer of the salesperson;*

a channel monitor, the channel monitor monitoring the on-line communication channels between the customer and the employer of the salesperson, *the channel monitor analyzing the content of communications on the on-line communication channels for communications with the customer and that include content matching with communications containing the at least one target item defined by the salesperson,* the channel monitor generating notifications to the salesperson for the communications containing the at least one target item; and

a report generator, the report generator receiving a query from the salesperson and reporting a notification history relating to communications containing the at least one target item defined by the salesperson and matching parameters of the query.

In this connection, as described in the specification:

Target items 326 are preprogrammed items of interest that may be found in customer communications with the sales corporation. Target items may include key alphanumeric characters/strings/emoticons (e.g., ?, !, help, :-||, :-(-, :'-(-, #-o), timely product offerings provided by the sales corporation (e.g., the name of the latest service offer), and special codes provided by a salesperson (e.g., 411, 911, KILROY and other codes). A salesperson is able to individually control the selection of target items according to his/her personal preference. For example, a certain salesperson may not desire to be informed of communications containing an question mark, which should be better sent to a more technically oriented salesperson or technical consultant assigned to the customer. At the same time, this certain salesperson, who handles only customer complaints, may desire to be informed of communication containing an exclamation mark. The selection of target items in the application is extendable so that a salesperson can select targets for each individual customer to which the salesperson is assigned.

Specification at page 9, ¶¶0029.

As summarized in the Abstract, Freishtat discloses:

...systems and methods for selling goods and services on, over, through, and in conjunction with the Internet. The system receives session (clickstream) information on a customer's website session from the enterprise's website and may also receive customer information on the customer from the enterprise's CRM or eCRM system. The session information referred to comprises the goods or services the customer is searching and metadata about such search and the relevant products, such as the surfing pattern itself. The system determines from the received information, based on the interaction between matching rules created using the system by the enterprise and the system's matching engine, whether the customer is a candidate for assistance from a sales associate. The system creates and indexes information on available sales associates and their performance, selling capabilities and product expertise. The system further matches the customer with at least one sales associate, ideally the most appropriate sales associate, based on the customer, session, and sales profile associate information, and facilitates communication between the sales associate and the customer. Additionally, the system provides information on the customer, products or services the customer is interested in, and the collateral sales materials (both internal and external to the enterprise) and selling techniques to the sales associate based on the particular sales opportunity. *The system facilitates communication between the sales associate and the customer on the basis of chat, voice over IP, email and the public switched telephone network, including the concept of bridging a chat session into a PSTN conference call during which call the sales associate and customer maintain a co-browsing session with regard to the opportunity over the Internet.*

Abstract (emphasis added).

Freishtat discloses a system that enables a sales associate to communicate with a customer over a plurality of communication channels, but this is described in the context of “real-time communication functionalities.” See, e.g., ¶[0033]. Freishtat does not teach *monitoring online communication channels* for communications from a customer to the employer that contain target items in communications from such customers for the purpose of triggering alerts (notifications) to the salesperson when such a communication occurs between the customer and the employer of the salesperson.

Moreover, Freishtat fails to disclose or suggest a system that enables a salesperson to define a target item that may appear in a plurality of on-line communication channels with a customer to facilitate notifications as called for in the instant claim. By way of contrast, Freishtat enables the determination of whether a customer browsing a website requires sales assistance based on information entered by the customer, and for the customer to subsequently request contact with a sales associate for sales support. This is different from what is being claimed here.

The Examiner cites to paragraph [0053] of Freishtat for disclosing a system settings module. However, the cited portion of Freishtat merely discloses that sales associates log onto the system and a matching engine then creates a list of sales associates best suited to assist a particular customer based upon the particular profiles of the sales associates. By way of contrast, the system settings module as claimed permits “*the salesperson to define* at least one target item in a plurality of on-line communication channels between a customer associated with the salesperson and the employer of the salesperson.” Freishtat does not teach or suggest such a practice.

The Examiner cites to Fig. 3, item 58 of Freishtat for a channel monitor that content matches communications including the at least one target item defined by the salesperson, and item 54 for generation of notifications of communications including the at least one target item defined by the salesperson. However, step 58 in Fig. 3 merely shows that *a sales transaction* is monitored and then data regarding the sales transaction is sent to an accounting unit at step 62 or to a sales transaction database at step 64. Furthermore, step 54 only shows that a sales associate is notified of a sales opportunity by the system after the system matches the sales associate with a customer. There is nothing in the cited portions of Freishtat that teaches or suggests a channel monitor for monitoring online communication channels for communications between a customer


and employer of a salesperson that include a target item *defined by the salesperson*, and *generating notifications to the salesperson* for the communications containing the target item. Note, for some reason Fig. 3 is not described in the specification. The textual description of Fig. 3 at paragraph [0060] appears to refer to the steps depicted in Fig. 4.

In view of the foregoing, it is respectfully submitted that independent claim 27 is patentable over Freishtat. Inasmuch as claims 28, 31, 32 and 34 ultimately depend from claim 27, these claims are believed to be patentable for at least the same reasons.

The Office is hereby authorized to charge any additional fees or credit any overpayments under 37 C.F.R. 1.16 or 1.17 to AT&T Corp. Account No. 01-2745. The Examiner is invited to contact the undersigned at (908) 707-1573 to discuss any matter concerning this application.

Respectfully submitted,
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By:

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